

The intelligence **BLUEPRINT.**

A practical guide to reimagining
your business **with AI**

gw.

If you think you're behind the AI curve, you're not.

Just by reading this guide and thinking seriously about how AI could work practically in your business, you've already taken a critical first step.

While everyone is talking about AI right now, transformative, business-wide use cases are still rare. What we're currently seeing in businesses across every sector is mostly early-stage pilots, isolated tools, and one-off applications. The leap from experimenting to embedding artificial intelligence into how your business operates is largely unexplored, but it's where the true competitive advantage lies.

Yet it's important to recognise that 'leap' doesn't have to be a complete, all-or-nothing transformation. You can start small, with high-value, low-disruption opportunities,

and scale up your AI adoption at your own pace. Embedding AI doesn't have to mean overhauling everything overnight, but it does mean changing your perspective to one that's transformational and cultural, not just focused on tools.

Because true AI transformation is about so much more than that. It's about reimagining the future – whether that's within a specific role, or department, or customer-facing service, or your entire business model – and enhancing experiences. It's about people as much as it is about applications and systems, and if you can get that balance right, you can leap ahead of the competition to deliver true transformation – and gain a significant return on your technology investment.



In this guide, we introduce the Intelligence Blueprint: a practical model for making AI part of your business, not just your technology stack.

REIMAGINE

What does your business want from AI?

As an IT leader, you are likely facing a deluge of AI demands. Product teams want innovation. Operations want efficiency. Compliance wants reassurance. The board wants to see results. Meanwhile, across the business, your peers are exploring third-party AI tools, experimenting with pilots, and your inbox is filling up with questions and requests to troubleshoot applications that you have little to no control over.

What does your business really need from AI? What is going to drive value, deliver impact and enhance human experiences across all stakeholders, including your customer base?

While everyone seems to have strong opinions on AI and its uses, as an IT leader, it is largely going to fall to you to shape what this technology becomes for your organisation. You see the risks and the potential. You understand the architecture, the dependencies, the data limitations. You also understand the importance of delivering something that works, not just technically, but commercially, and being able to show measurable results to the board.

That's where the real opportunity lies. Reimagining AI as part of the business as an entire entity: not as an IT project, but as commercial potential.



That shift starts with bringing stakeholders in from across the business, to ask better questions. The perspective has to move from “what can this AI tool do?” to “what could we do differently, and how can AI make that happen?” As a result, you start to identify opportunities that are going to have the biggest impact, not the ones that are the easiest to implement.

When you frame AI this way, the goal becomes more focused on business impact, not just technical delivery.

The three layers of AI transformation.

Take a step back and see the bigger picture. What should your organisation look like in a reimagined AI future?

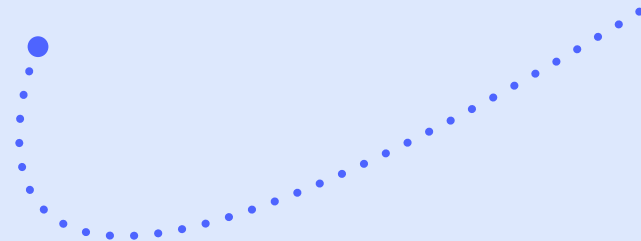
In our experience, a full AI transformation consists of three layers: at the top, human experience, with applied intelligence and AI-ready systems supporting underneath.

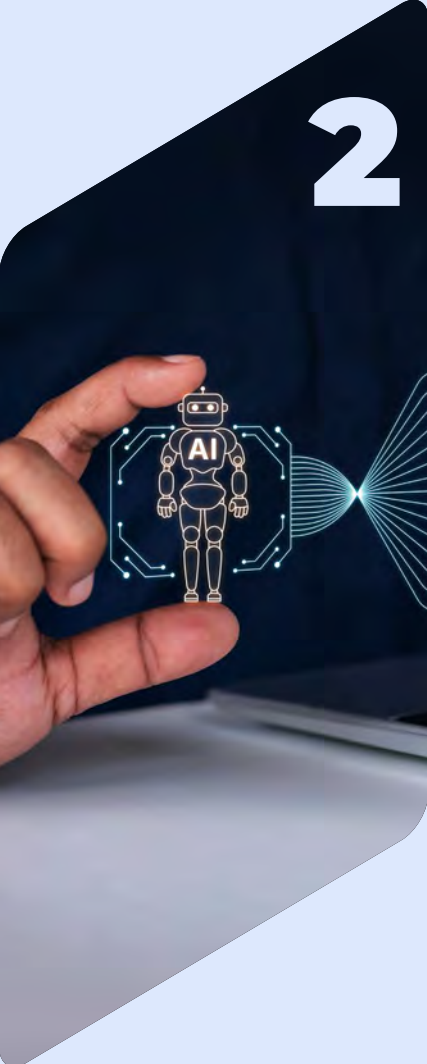
These layers shouldn't be completed neatly, one at a time. It should be flexible, fluid. As you move through different AI opportunities, you will start to restructure your model to be more AI-centric, altering systems, adding applications, and influencing human behaviour as you go. Part of the value of the Intelligence Blueprint is how it overlays each of these layers, to incrementally change your business' relationship with AI.



Human Experience

AI doesn't exist in a vacuum, it lives through the people who use, trust, and depend on it. **This layer focuses on where and how Gen AI will work with humans to create better outcomes.** Moving beyond form-based apps to conversational, multimodal experiences moulded to the way teams work.





2

Applied Intelligence

This is the engine room. In this layer, we design and build intelligent services, copilots and agents that align directly with business goals. It's not about flashy demos that don't translate into everyday operations: it's about enterprise-grade, explainable, maintainable solutions.



3

AI-ready systems

Even the best-designed AI agents will fail if they can't access the right data or integrate with operational systems. **This layer is about preparing your systems:** not with wholesale rip-and-replace, but with pragmatic modernisation.

Restrictions. What's holding you back?

There's a lot of excitement around AI, but there are just as many reasons to hesitate, especially when it comes to embedded AI systems that impact IT at an architectural level.

Some are practical, some are cultural, some sit deep in your architecture, and others come from experience: tight budgets, long development cycles, disappointing pilots, or that familiar boardroom pressure to 'do something with AI' without any clarity on what results that 'something' should deliver.

The Intelligence Blueprint accounts for real-world complexity. It helps you identify what needs to change, where you can integrate rather than rebuild, and how to protect critical systems.

- **Legacy integration blocking value →**
Restructure APIs to efficiently surface actions
- **Unclear objectives →**
Enrich specifications to outline outcomes
- **Trust issues from early data errors →**
Build data pipelines to prepare for easier consumption
- **Failure to see real-world impact →**
Reshape tests to verify outcomes rather than pre-determined outputs.

**It's not about ignoring risk,
it's about designing
around it.**



"We'd need to change too much at once, we're putting it off as long as possible."

"Our architecture isn't cut out for AI, and if we change it, we risk mission-critical systems."

"Our data is inconsistent, and we're worried about bad outputs from bad inputs."

"Everyone wants something different from AI. We can't please everyone."

"What if we overpromise and underdeliver?"

What does your AI progress look like so far?

There are several stages of AI implementation. Are you tackling the right opportunities for your current level of maturity – and do you know what foundations you should build next? Understanding how far along the journey your business is will allow you to see how far you still have to go, and what step to take next. AI is still a nascent technology, so it can be difficult to critically assess your maturity.

This checklist can help you to identify your progress so far, to roadmap where you want to be in the future:

1

Ad-Hoc / Passive

- Teams across the business are experimenting with public AI tools like ChatGPT, but there's no shared direction or guidance.
- There's growing interest but no clear ownership.
- You're fielding sporadic questions or requests, but they're disconnected and hard to prioritise.
- You've heard concerns about risk, data usage or ethics, but nothing is formally in place.

2

Piloting

- You've launched small, business-led use cases.
- You've had early successes in isolated areas.
- AI is becoming a recurring topic in meetings, as pilots gain visibility.
- Governance, risk, and data questions are being raised more frequently.
- There's an appetite to go further, but no unified roadmap yet.

3

Integrated

- You've aligned initial AI use cases with wider business goals.
- There's a clear owner or steering group for AI initiatives.
- You've started mapping systems, data and architecture to support broader adoption.
- AI is being integrated into existing platforms or workflows, not just trialled in isolation.
- You've begun to set metrics and measure results.

4

Systemic

- AI is part of your day-to-day operations, not just a tech initiative.
- There's trust across teams, and people are using it confidently in their roles.
- Processes are being redesigned to take advantage of AI capabilities.
- You're building reiterative tools, patterns and ways of working.
- Feedback from users is helping you iterate and improve what you've built.

5

Transformative

- AI is shaping how your business operates: not just optimising, but rethinking.
- You've embedded AI into key decision-making processes.
- Your culture supports experimentation, learning and cross-functional input.
- AI results are visible at board level, linked to measurable outcomes.
- You're creating new value, and a competitive edge.

Building your

BLUEPRINT.

AI transformation doesn't have to mean ripping everything out and starting again. In fact, that's the quickest way to kill momentum: overhauls are expensive, inflexible, and often disconnected from the priorities of the business.

The Intelligence Blueprint gives you a way to build on opportunities that will have the biggest impact. That doesn't mean that you shouldn't embark on a far-reaching renovation, it just means that you don't have to do it all in one go. Instead, you'll have a scalable way to map

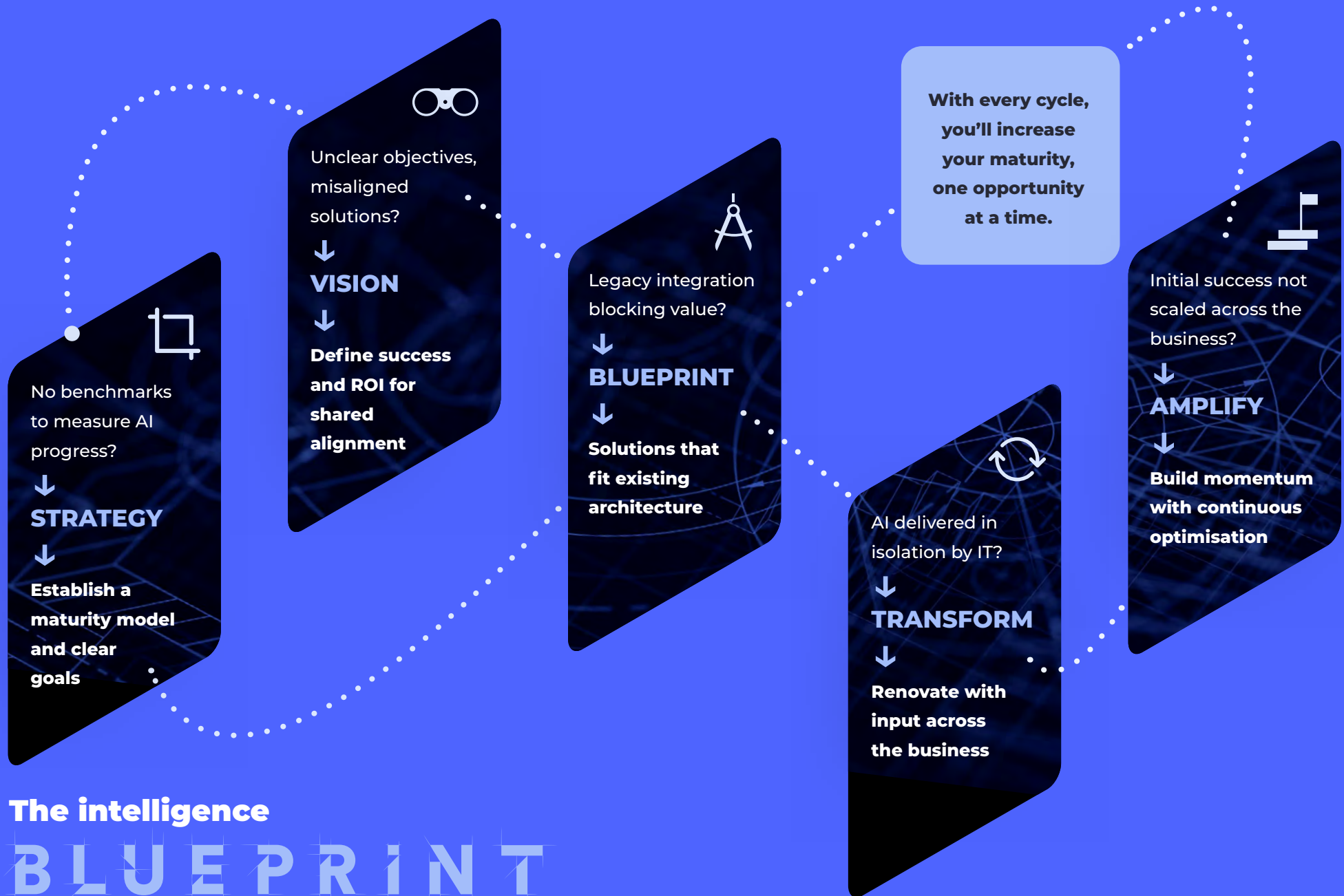
change across your organisation, focusing on the most valuable opportunities first to deliver value quickly, with the least disruption.

Think of your current business like a floorplan: built over time, full of connected systems, mission-critical areas, and well-trodden routes that people depend on. **Now imagine overlaying a blueprint: your AI vision for the future.** You're not demolishing the floorplan. You're identifying opportunities across the business and highlighting where changes will

deliver the biggest and fastest value, how to extend capability, and which areas are ready to be redesigned.

That includes defining high-value use cases, designing interaction methods, assessing infrastructure readiness, outlining data dependencies, and mapping delivery phases.

Just like a renovation, it can happen in stages – room by room, use case by use case – without losing sight of the bigger picture.



AI can deliver incredible transformative value, if it's aligned to your business, designed for your systems, and built with human experiences in mind.

The Intelligence Blueprint is a practical way to focus on the opportunities that matter, work with existing architecture, and move at a pace that works for you. Remember, you don't need to solve everything at once. You need an approach that helps you prove value early, scale and iterate, to amplify success.

YOUR NEXT STEPS:

- Create an AI taskforce with ambassadors across the business.
- Attend our Intelligence Blueprint Webinars and build your combined understanding.

- Join a Tech Leaders Roundtable and discuss pain points, maturity and future goals with your peers.
- Bring your teams together to workshop your AI future.



Our Intelligence Blueprint workshops provide a structured 2-day setting to help teams – IT, product, operations, customer success – collaborate on AI innovation and kickstart your plans with practical, benchmarked use cases.

Book your workshop

“This workshop was genuinely transformative: the room was buzzing with ideas. People who walked in cautiously curious were walking out inspired and energised. I'd recommend it to any senior leader.”

Nancy Oosterhuis, Director Strategy & Marketing, Global, Atradius

 **+44 (0)121 643 4300**

gw.